

SOR File No. 15541-1CA

- 42 -

ABSTRACT OF THE DISCLOSURE

An improved system and method of pharmaceutical drug samples distribution replaces actual samples provided to physicians for re-distribution to patients. A token, preferably in the form of a partially completed script, is provided to physicians for delivery as a completed prescription to patients. The completed token is presented to pharmacists to obtain the drug sample. Before providing the sample, the token is adjudicated by a claim adjudication system. Token usage data may be compiled by the claim adjudication system and forwarded for use by pharmaceutical companies. Value-added services such as drug utilization review (DUR) may be provided by the claim adjudication system. Token usage data may be correlated with token distribution data to provide a measure of sampling program effectiveness, including pharmaceutical company representative performance.

202201 FEB 66